

Introducing the Greensmaster® TriFlex™ Hybrid.

Setting a new standard by which all other riding greensmowers will be measured.

We gave our engineers the ultimate challenge – design the greensmower that will redefine precision cutting. With the new Greensmaster TriFlex, they exceeded all expectations.

Advanced cutting performance.

Imagine a rider that cuts with the precision of a walker. All Greensmaster TriFlex models give you superior contour following by combining industry leading Flex™ technology with a **double A-arm suspension system** that keeps the cutting units floating freely. It prevents step cuts – particularly on the cleanup cut,



with a unique “**lift-in-turn**” feature. Hybrid models also help to eliminate unsightly clip marks with an **energy storage system** that delivers instant power when you engage the reels.



The ultimate in versatility.

The new TriFlex isn't just the best cutting greensmower, it's the most versatile. It has a new **flip-up footrest** to enable easy access to the center cutting unit. The exclusive combination of open cutting unit access and **tool-free, quick-connect cutting units** allows you to switch from mowing greens one minute to tees or surrounds the next – with the same tractor!



Time is money.

By raising the bar on productivity, we lowered your total cost of ownership. Each TriFlex rider offers **faster travel time** between greens. The machine has **no daily maintenance** requirements. Fast cutting unit change-out, fluid tank level “windows”, and easy access to routine service areas are just a few features that will help save you time and money.



EnergySmart™

What's good for your greens is also good for the environment. The Greensmaster TriFlex Hybrid riding mowers are the first “EnergySmart™” labeled products offered by The Toro Company. **EnergySmart™ is about efficiency with an eye on environmental and financial sustainability**, a visible sign of Toro's ongoing commitment to customer valued innovation.

The right choice.

Experience the future of greensmowers today. To arrange for a demo of the new Greensmaster TriFlex mower, call 800-803-8676 or visit toro.com/triflex for more information.



www.toro.com/triflex



Count on it.

The really cool part of this seminar is the opportunity to try the gadgets and gizmos out yourself while on a golf course.

There is nothing better than a test drive before buying.

Continued from page 20



5 Chapter and Turf Program Hospitality Rooms

Too many to list and you know when and where they are

Make a pact with a couple of friends who are not members of your chapter to visit the hospitality room sponsored by each of your respective chapters. It's a great way to meet new people, learn about the golf industry in another part of the country and sample the food. Remember the importance of replication when sampling the food (the scientist in me never sleeps). And be sure to drop by the hospitality room of your favorite university turf program. It is a great chance to catch up with friends and stay in touch with the happenings on campus.

6 Diverse Multi-Course Owner Business Models Provide Distinct Career Paths

Monday, Feb. 7th, 10 - 11:30 a.m.

Over the last few years I have had the opportunity to interact with the top agronomic officers from the leading multi-course companies. It has been an eye-opening experience for me. The level of agronomic and economic sophistication is something to behold. Attend this session and challenge your preconceived notions about multi-course companies and learn from the best: Jeff Spangler, Troon Golf; Brian Bielecki, Billy Casper Golf; Steve Merkel, Landscapes Unlimited; and Robert Waller, Marriott Golf.

7 Gadgets and Gizmos: How to Best Use Measurement Technology

8-hour seminar on Tuesday, Feb. 8th

I took this seminar a couple of years ago and it was great. Doug Karcher, Ph.D., and Mike Richardson, Ph.D., both at the University of Arkansas, are fine teachers and explain the principles behind the gadgets and gizmos. The explanations cover why some gadgets and gizmos work as advertised and others don't. The really cool part of this seminar is the opportunity to try the gadgets and gizmos out yourself while on a golf course. There is nothing better than a test drive before buying. Please be sure to preregister for this seminar to guarantee a seat.

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P R O V E N S O L U T I O N S

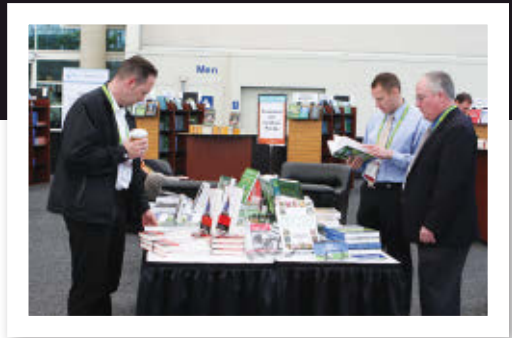
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8

NGCOA Educational Sessions

Tuesday, Feb. 8th, 7 a.m. – 5 p.m.

Remember when I wrote that I was biased toward agronomics? I still am, but this is the exception that proves the rule. The National Golf Course Owners Association offers a full day of fantastic education focused on the business aspects of golf facility management. You don't have to stay for the full day, pick one or two of the sessions to attend and learn more about the business side of the golf industry. I am a believer in the more you know, the more valuable you are to your employer. This is a great opportunity to expand your knowledge.



9

GCSAA Bookstore

Open throughout the GIS

I love bookstores and libraries, but I admit I am more of browser than a buyer. The GCSAA bookstore is well stocked with many titles so browse away. The bookstore is usually in a place where you can find a little peace and quiet, and that is always a nice thing to escape to after some time spent on the trade show floor. And unlike me, consider buying a book or two to add to your personal library. When you are at the bookstore, please tell Margo, a GCSAA staffer who works the bookstore, hello for me. Margo is one of my favorite people. Margo is a fan of books, bookstores, libraries, travel and off-beat stuff, just like me. Plus she has a great sense of humor and a great outlook on life.

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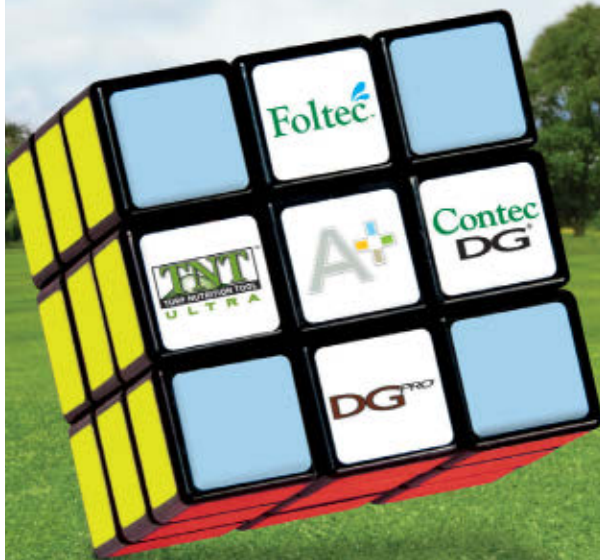
10

The Trade Show
 Wednesday, Feb. 9th and
 Thursday, Feb. 10th
 from 9 a.m. – 6 p.m.

The trade show is a can't-miss event. I like the trade show for the networking and the opportunity to see friends. The products are great, and I especially like the opportunity to learn about the products from the experts at the different companies. And I always get a kick out of seeing what the "must have" promotional trinket of the show is and who has the coolest method to get potential buyers in their booth. Personally, my vote goes to the booths with extra padding under the carpet. ■

Clark Throssell, Ph.D., earned his M.S. from Penn State University and Ph.D. from Kansas State University, both in turfgrass science. He led the Purdue University turfgrass program for 15 years before leaving to join GCSAA as Director of Research. Since November 2010 Throssell has been self-employed and can be reached at clarkthrossell@bresnan.net.

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ORLANDO ON THE CHEAP

The GCSAA's Golf Industry Show is an important trip for every superintendent. It becomes even more important in tough economic times.

The 2011 show finds its way back to Orlando, a popular destination for the event. Orlando alone offers 176 public and semi-private golf courses in its metro region, equating to more than 548 miles of golf goodness. Add in several major theme parks, several water parks and the second largest convention center in the country, and it's easy to see why Orlando is such a popular destination.

Golfdom caught up with Seth Kubersky, the art and culture columnist for the Orlando Weekly and author of "Universal Orlando 2011"; Sara Moore, vice president of marketing for All Star Vacation Homes; and Chris Sorrell, superintendent at Eagles Ridge Golf Club in Curwensville, Pa., and a self-proclaimed "cheap travel expert" for some practical tips on traveling to Orlando next month (the show runs from February 7th through the 11th).

Split a room? Share a condo.

You want to be close to the Orange County Convention Center and you want to have a nice room. That means you're booking a room through GCSAA, and that's not cheap. The Rosen Centre, for example, is booking at north of \$200 a night. Even if you get a fellow superintendent to split a room with you, that still adds up quickly after a week.

"In the I-Drive area, around the convention center, honestly there's not much wheeling and dealing," Kubersky says. "If you're with the convention, they typically offer a rate and that's as good as you can get."

Is the company no longer paying for your annual trek to the GIS? Let these three experts help you out.

BY SETH JONES

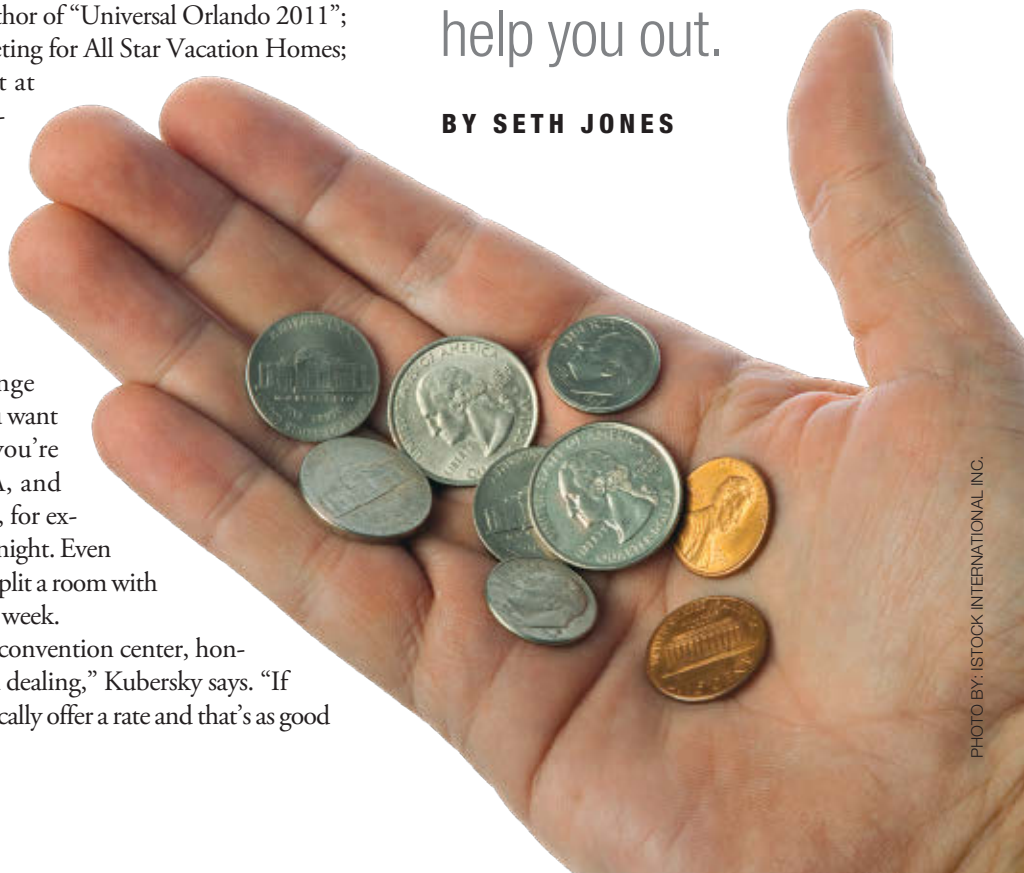


PHOTO BY: ISTOCK INTERNATIONAL INC.



Sure, you could share this pool with 500 other people. But why not consider booking a place with your own private pool — and for less money?

4 FT 6 IN. 1.3 M.

3 FT 9 IN. 1.1 M.

Continued from page 26

So superintendents are stuck paying for a pricey hotel room? Not so, according to Sara Moore, vice president of marketing for All Star Vacation Homes (www.allstarvacationhomes.com).

“We host many professionals coming down for conferences. There are a lot of benefits including and beyond cost-savings, when a group of colleagues come together to rent a condo,” Moore says.

Besides just being cheaper than a hotel room, Moore says, there’s the added benefit of your own kitchen to prepare meals, free parking in your own garage, added space to relax and in some rentals, your own private pool or access to the local golf course.

Moore says All Star Vacation Homes are all privately owned vacation homes, but they’re treated like hotels with a full-time guest services team.

“We have two- and three-bedroom condos adjacent to the convention center for \$124 a night. We have larger three-bedroom condos in the same community, over 2,000 square feet, for only \$209 a night,” Moore says.

Moore says that renting a home is something that is just now catching on with American travelers, but has been popular with international travelers for years.

“For people attending conventions, it’s great, because it allows for extra space to store things and for a place to actually get away from the convention,” she says.

Chris Sorrell, superintendent at Eagles Ridge Golf Club in Curwensville, Pa., will be taking advantage of a three-bedroom timeshare that he scored at a “friend price” of \$79 a night.

“My parents, wife and my girls are all going with me, and we’re all staying there together,” Sorrell says. “The place has a kitchen, so we’ll be able to make our own meals. Staying at a timeshare makes for significant savings for those of us who have to travel on our own dime.”

Convince a newbie to join you

Safety in numbers, right? It also helps bring the cost down. One extra body brings the cost of a room or rental car down for everyone.

So who can you convince to join you on your 2011 GIS-on-the-cheap trip? A rookie, a newbie, a turf student. Why? Because if they’ve never been to the GIS before, they get in for free. That’s right, they just need to be a GCSAA member to take advantage of a one-time free GIS registration.

Now your intern thinks you’re doing him a favor, when actually the intern is helping you out. (One note: this deal isn’t available online. Your rookie will have to mail or fax their registration in. Sorry, rookie.)

Plan carefully

The truth is, if you book your own travel, there’s a good chance you can save a few dollars. Even if your travel

WE’RE GOING TO DISNEY WORLD!

If you’re mixing business and pleasure this year for the GIS, you’re in luck: the week of the Golf Industry Show is smack-dab in the middle of the slowest time of the year for the big parks like Disney World and Universal Orlando. In fact, possibly the slowest day of the year at Disney World is the Tuesday of the GIS.

“It always changes, but based on historical trends, on a scale of 1 to 10 with 10 being the busiest, Tuesday, Feb. 8th will be a 1,” Kubersky says. “If you go to www.touringplans.com, they have all sorts of statistical data on this. The week-end of the 12th and 13th, the parks will only be at 30 and 40 percent capacity. It’s really not a bad time of the year to be in Orlando.”

Kubersky does expect it to be busy at the theme parks the weekend of Feb. 5th and 6th because of Super Bowl XLV (which will be played on Sunday, Feb. 6th at Cowboys Stadium in Arlington).

“The only other place that compares to Orlando in terms of ‘wow’ factor for a convention is Las Vegas, and that’s a lot less family friendly if you’re bringing the wife and kids along,” Kubersky says.



agent finds you a great deal, there’s always a price to pay that agent for getting you the deal. If you could get that same deal yourself...

“If you have a travel agent that you are comfortable with, and has served you well in the past... a good travel agent can be your best friend,” Kubersky says. “If the most important thing is the price, you can probably do a little bit better researching it yourself. But if you’re looking for peace of mind, a travel agent is still the safest way to go.”

Kubersky does say that because Orlando is such a heavy tourist destination (48 million visitors a year!) that there generally is good competition for low airfare. If you’re coming from the Los Angeles area, look into Virgin Airlines, which just started flying direct flights to Orlando for as cheap as \$99 each way.

But don’t wait until the last minute. Even though February is a slow time for Orlando, most of the cheapest flights are booked at least two weeks in advance.

Sorrell says he scored a great deal to San Diego last year via careful planning on Expedia.com.

“My room, rental car and flight were all booked together for \$600,” Sorrell boasts. “But I did plan ahead and booked it in advance, like in November.”

Sorrell says he also budgeted for cheap meals all week, which brings us to our next tip...

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TALKABOUT

Continued from page 28

Focus on dinner

It's OK to have a nice dinner. You're on a trip, you've got some good company — go grab a steak with some friends from your chapter.

But that dinner bill is a lot easier to swallow when you've gotten by on the cheap for breakfast and lunch.

"Hotel complimentary breakfasts are your best friend," laughs Kubersky. "I recommend you eat a good breakfast before you go."

Check to see what your hotel offers. And if you managed to get a good breakfast in — maybe even a breakfast buffet, which aren't uncommon on I-Drive — consider hitting the convention center with a granola bar or energy bar stashed away. It's typically such a busy time at the convention center, all you'll have time for is something quick anyway.

Sorrell recommends eating poorly for lunch at fast food places like McDonald's. "One week of bad eating is not going to bite you in the ass," he laughs.

Once you're done for the day, reward yourself with something good. Orlando has a lot to offer.

"Around I-Drive, Pointe Orlando has a number of nice restaurants, great steakhouses, B.B. King's Blues Bar," Kubersky suggests. Another area he suggests is an area called "Restaurant Row" that is about a mile from the Orange County Convention Center on Sand Lake Road. It's here that GIS attendees can go and eat at restaurants that are prototypes of future chains. "Season 52 started there, and there are a number of high-end experimental restaurants that are interesting to people," Kubersky says. "A lot of new eating concepts come from here, restaurants you're not going to see for 5 or 10 years."

And, of course, if you can sneak in a meal at your chapter event or as a guest of a big exhibitor, that makes the next evening's dinner at the experimental restaurant even more affordable.

"I always catch a few free meals from sales reps and product manufacturers," Sorrell says. "And I hit the reception tents whenever I can. I remember last year, Quali-Pro, their reception was great — that was one of the best meals I had all week."

Avoid taxis

There is an affordable alternative to taxis in Orlando. The I-Ride Trolley (www.iritdetrolley.com) services the I-Drive Resort area,



The I-Ride Trolley will give you a lift for only \$1.25.



Check out experimental restaurants while in Orlando.

which is exactly the area superintendents will be in at the GIS. The trolley runs from 8 a.m. to 10:30 p.m. daily, and costs only \$1.25 per trip.

"(The I-Ride Trolley) is actually pretty convenient — it runs frequently, it heavily services the convention center and the adjoining hotels, and it can take you all the way to Sea World and Universal Studios in either direction, if you're staying in the convention center area," Kubersky says. "But if you want to go from your hotel to Disney or to downtown Orlando, I'd highly recommend a rental car. Public transportation in Orlando is not great."

Kubersky also suggests you look to see if your hotel offers a free shuttle from the airport, another big taxi expense that could possibly be saved.

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Check in with GCSAA

As show attendance has dipped in recent years, GCSAA has gotten proactive to get superintendents to show with some last-minute deals.

Visit www.gcsaa.org late in the game to see what deals the GCSAA is offering. As of press time, GCSAA had a "lodging and conference discount package" where superintendents can book a more flexible trip to Orlando, as well as a "cost-saving opportunities" page (<http://www.golfindustryshow.com/show-info/cost-savings.asp>) that went so far as to suggest hotel rooms outside the normal roster of GCSAA hotels, such as Econolodge Inn and Suites for as cheap as \$69 a night.

The site also has a list of restaurants that will provide GIS attendees a special menu for \$20 meals when attendees show their badge. That list includes B.B. King's Blues Bar, which has already been recommended by our local expert! ■